

Message Text

CONFIDENTIAL

PAGE 01 PEKING 01815 150414Z
ACTION EA-12

INFO OCT-01 ISO-00 SP-02 /015 W
-----065400 152204Z /45

R 150218Z JUN 78
FM USLO PEKING
TO USICA WASHDC
INFO SECSTATE WASHDC 1078
AMEMBASSY TOKYO
AMCONSUL HONG KONG

C O N F I D E N T I A L PEKING1815

ICA FOR EA, DEPT FOR EA/PRCM TOKYO AND HONG KONG FOR ICA

E.O. 11652: GDS
TAGS: CH US OEXC SEDUC SOPH

SUBJ: USLO'S INFORMATIONAL PROGRAM

REF: 1977 PEKING 2980

1. SUMMARY: USLO'S INFORMATIONAL ACTIVITIES CONTINUE TO EXPAND. WE FEEL THAT THERE HAS BEEN TACIT ACCEPTANCE OF OUR TEFL MATERIALS PROGRAM. PRC OFFICIALS WILL PROBABLY TOLERATE A MODEST AND GRADUAL EXPANSION OF USLO'S ROLE IN PROVIDING FILMS, VTRS AND OTHER MATERIALS TO CHINESE INSTITUTIONS. LOOKING AHEAD, WE FEEL THAT OUR INFORMATIONAL ACTIVITIES SHOULD CONTINUE TO BE LOW-KEYED BUT WE SHOULD BE READY TO EXPLORE NEW OPPORTUNITIES FOR INFORMATION EXCHANGE. END SUMMARY.

2. IN THE PAST YEAR, USLO HAS BEEN ABLE TO TAKE A SMALL BUT SIGNIFICANT STEP FORWARD IN PROVIDING ENGLISH LANGUAGE TEACHING (TEFL) MATERIALS, VTRS, FILMS AND OTHER MATERIALS ABOUT THE UNITED STATES TO PRC INSTITUTIONS. DISTRIBUTED PRIMARILY THROUGH THIRD
CONFIDENTIAL

CONFIDENTIAL

PAGE 02 PEKING 01815 150414Z

COUNTRY ENGLISH LANGUAGE TEACHERS, THESE MATERIALS ARE BEING USED IN THE CLASSROOM WITH THE IMPLICIT AND SOMETIMES EXPLICIT APPROVAL OF PRC OFFICIALS. IN ONE RECENT CASE, A FOREIGN EXPERT WAS EVEN ENCOURAGED TO OBTAIN "NEW AND EXCITING" MATERIALS WITH THE IMPLICATION THAT THE TEACHER SHOULD APPROACH USLO. WE ARE PROVIDING ENGLISH LANGUAGE TEACHING MATERIALS TO OVER

FIFTEEN FOREIGN TEACHERS AT PRC INSTITUTIONS AND THE LIST IS GROWING LONGER EACH MONTH. WE FEEL THAT THE TEFL MATERIALS PROGRAM HAS BEEN HIGHLY SUCCESSFUL, HAS GIVEN USLO UNIQUE ACCESS TO ANOTHER SIDE OF PRC SOCIETY AND HAS CONTRIBUTED TO A MORE FAVORABLE IMPRESSION OF THE UNITED STATES. IN THE NEXT FEW MONTHS, WE EXPECT THAT BOOK ORDERING WILL BE IMPROVED AND A MODEST SUPPLY OF MATERIALS WILL BE MADE AVAILABLE FOR STORAGE AT USLO.

3. IN THE PAST SIX MONTHS, WE HAVE STARTED TO LEND OUT ICA PRODUCED FILMS (FROM THE "VISION" AND THE "SCIENCE REPORT" SERIES). OUR TEACHING CONTACTS ARE ENTHUSIASTIC AND PRC EDUCATORS ARE ASKING FOR MORE. WE HAVE EVEN HAD SEVERAL REQUESTS FO 35MM FILMS. WE HOPE THAT USLO WILL BE ABLE TO ESTABLISH A 16MM FILM LIBRARY SHORTY AND BEGIN TO SUPPLY FILMS TO THESE INSTITUTIONS ON A REGULAR BASIS. IN ADDITION, WE FEEL THAT THE 16MM FORMAT IS THE MOST APPROPRIATE FOR RECORDED TEACHING MATERIALS. WE HAVE LENT ONE VTR MACHINE TO THE LANGUAGE INSTITUTES. IT HAS ALREADY BEEN USED EXTENSIVELY BY CLASSED AT THE PEKING LANGUAGES INSTITUTE AND THE BROADCAST INSTITUTE THE "LETS LEARN ENGLISH SERIES, ALISTAIR COOKE'S SERIES ON THE UNITED STATES AND OTHER VTRS ON THE UNITED STATES HAVE BEEN SEEN BY CHINESE AUDIENCES. WE THINK THAT WE SHOULD CONTINUE TO MAKE VTR MACHINES AND

CONFIDENTIAL

CONFIDENTIAL

PAGE 03 PEKING 01815 150414Z

VTRS AVAILABLE TO THESE INSTITUTES BUT WOULD PREFER TO PUT MOST OF OUR RESOURCES INTO 16MM FILMS. FILMS WILL REACH A WIDER AUDIENCE SINCE ALMOST ALL SCHOOLS AND INSTITUTES HAVE 16MM EQUIPMENT. IN ADDITION, VTR MACHINES ARE PRONE TO BREAKDOWNS AND SEVERAL PRC TEACHERS HAVE TOLD THE EXPERTS THAT THEY ARE CONCERNED THAT THE USLO MACHINE MIGHT BE STOLEN.

4. WE HAVE ALDO HAD A MODEST BEGINNING IN SCREENING 35 MM FILMS AT THE PRC'S INTERNATIONAL CLUB. THIS SPRING, THE CLUB APPROVED "ROCKY" AND "STAR WARS". BOTH FILMS WERE WELL ATTENDED BY PRC OFFICIALS AND PEKING-BASED DIPLOMATS. CLUB OFFICIALS HAVE ASKED USLO FOR MORE FILMS. WE REALIZE THAT 35MM FILMS ARE DIFFICULT TO OBTAIN BUT AN INCREASED SUPPLY OF 35 MM FILMS WOULD BE VERY BENEFICIAL TO USLO'S RELATIONSHIP WITH DIPLOMATS AND PRC OFFICIALS.

5. WE ARE ALSO SUPPLYING VTRS OF SIGNIFICANT CARTER ADMINISTRATION POLICY STATEMENTS TO THE U AFFAIRS DIVISION IN THE MINISTRY OF FOREIGN AFFAIRS. MFA OFFICIALS CONTINUE TO EXPRESS APPRECIATION FOR THE

TAPES AND HAVE ASKED THAT THE PROGRAM BE CONTINUED. WE HAVE ALSO STARTED DISTRIBUTING TO THE MFA, NCNA AND THE CPIFA SIMPLIFIED CHARACTER TRANSLATIONS OF ADMINISTRATION SPEECHES PROVIDED BY ICA HONG KONG. WE HAVE HAD NO FEEDBACK ON THIS YET BUT WE THINK THAT THIS WILL ALSO BE WELLRECEIVED.

6. AS PRC BECOMES MORE RECEPTIVE TO FOREIGN LITERATURE, THE OPPORTUNITIES FOR DISTRIBUTION OF SIMPLIFIED CHARACTER BOOKS ARE EXPANDING. WE ARE DISTRIBUTING TITLES TO OUR TEACHING CONTACTS AND TO PRC OFFICIALS ON A REGULAR BASIS. NEW TITLES SHOULD BE WELL RECEIVED.

7. NEXT FALL, WE WILL EXHIBIT THE USICA-PROVIDED
CONFIDENTIAL

CONFIDENTIAL

PAGE 04 PEKING 01815 150414Z

DISPLAYSON EDUCATION TECHNOLOGY AND AGRICULTURE. UNFORTUNATELY, SUCH DISPLAYS CANNOT BE OPENED TO THE GENERAL PUBLIC, THUS LIMITING THEIR EFFECTIVENESS. WE CAN HOWEVER, INVITE SELECTED PRC OFFICIALS, FOREIGN EXPERTS AND OTHERS INTERESTED IN EDUCATION TECHNOLOGY AND AGRICULTURE TO RECEPTIONS TO INTRODUCE THE DISPLAYS. THE DISPLAY FORMAT IS LARGELY UNTESTED AND WE PREFER TO SEE HOW THE FIRST TWO ARE RECEIVED BEFORE COMMITTING ADDITIONAL RESOURCES.

8. OUTLOOK. WE FEEL THAT USLO HAS MADE A VERY MODEST BEGINNING IN THE INFORMATION AREA, APPARENTLY WITH THE TACIT APPROVAL OF PRC OFFICIALS. THE BOOK PROGRAM HAS BEEN FIRMLY ESTABLISHED AND THE FILM PROGRAM IS ALSO PROMISING. BARRING AN UNEXPECTED CHANGE IN THE POLITICAL CLIMATE, USLO'S INFORMATIONAL ROLE WILL MORE THAN LIKELY EXPAND IN THE NEXT YEAR. NEVERTHELESS, THE TACIT APPROVAL OF OUR ACTIVITIES BY PRC OFFICIALS PROBABLY HAS ITS BOUNDS. A SUDDEN INCREASE IN OUR ACTIVITIES WOULD NOT GO UNNOTICED AND MIGHT PROVOKE A NEGATIVE OFFICIAL REACTION. WE THEREFORE FEEL THAT WE SHOULD TAKE ADVANTAGE OF EVERY OPPORTUNITY TO EXPAND OUR INFORMATIONAL ACTIVITIES BUT EXPANSION SHOULD BE GRADUAL AND VERY MODEST.
WOODCOCK

CONFIDENTIAL

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: INFORMATION EXCHANGE
Control Number: n/a
Copy: SINGLE
Draft Date: 15 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978PEKING01815
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: GS
Errors: N/A
Expiration:
Film Number: D780251-0229
Format: TEL
From: PEKING
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780656/aaaabvxc.tel
Line Count: 161
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 59906088-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: CONFIDENTIAL
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: CONFIDENTIAL
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 09 may 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2339054
Secure: OPEN
Status: NATIVE
Subject: USLO'S INFORMATIONAL PROGRAM
TAGS: OEXC, SEDU, SOPN, CH, US
To: ICA
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/59906088-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014